



**Ambition
Institute**



AMBITION INSTITUTE | **JOB PACK:** Director of Marketing and Communications

WHY WE EXIST

Children from disadvantaged backgrounds don't do as well as their peers at school.

We know that improving teaching and school leadership is the best way to address this gap. No other aspects of the school system have as much influence on pupil achievement, particularly the achievement of pupils from disadvantaged backgrounds.

Ambition Institute has one purpose: to help educators serving children from disadvantaged backgrounds to keep getting better.

WHAT WE DO

At Ambition Institute we help schools tackling educational disadvantage to keep getting better, and help their teachers and school leaders to become more expert over time.

That's how we'll make sure every child gets a great education and the best possible start in life.

- > We train teachers and leaders at all levels to get better at the things that make the biggest difference: what you teach, how you teach it, and how you create the conditions for schools to thrive.
- > We share what works. Everyone can benefit from evidence of how great teaching and leadership can improve schools and change lives, so we connect people to the latest research and the best practice out there in the system.
- > We champion every teacher and school leader's potential to develop, as the driving force for sustainable school improvement.

OUR IMPACT

We have worked with **14,000** educators,
across over **3,000** schools, reaching more
than **1.3 million** children across the country.



WHAT IT'S LIKE TO WORK HERE

It's an exciting time to join Ambition. We've changed a lot over the last four years – merging three charities into one and expanding our offer to the education system. We're respected as one of the sector's biggest providers of high quality professional development and have an exciting future ahead of us.

We have around 220 staff across England. Though we are all mostly working from home right now due to Covid-19 restrictions, we have offices in London, Manchester and Birmingham as well as a number of home-based staff.

Our staff are dynamic and mission-driven, committed to helping teachers and school leaders give children from disadvantaged backgrounds the best possible start in life.

As a charity dedicated to professional development, we also want to keep getting better ourselves. We respect diverse backgrounds and expertise, and we support and challenge our staff to do high quality work.

OUR OFFER

- > Agile working culture, so you can control how you work.
- > Staff affinity networks that help keep equality, diversity and inclusion at the heart of our work.
- > Enhanced maternity pay after a year's service.
- > Shared parental leave package.
- > Access to free, confidential 24/7 wellbeing and support line.
- > Professional development offer for all staff.
- > 25 days' annual leave + bank holidays.
- > Employer pension contribution of 11% (10% pension plus 1% national insurance rebate).
- > Interest free season ticket / bike loans.

YOUR APPLICATION

BIAS-FREE RECRUITMENT

We want to bring the best people into the organisation so we use a system that removes as much unconscious bias as possible from our recruitment. We don't assess your CV, but shortlist based on how well you answer a number of work sample questions related to the role.

SAFEGUARDING

We take the welfare of children and vulnerable adults very seriously. We ask all staff to complete a number of pre-employment checks, including a criminal declaration form and a DBS check where needed.

RIGHT TO WORK

As an employer, we are responsible for preventing illegal working in the UK. Employees must prove their right to work in the UK by verifying the relevant documentation of all current and incoming colleagues.

 ambition.org.uk

 info@ambition.org.uk

 020 3668 6865

 @Ambition_Inst

Director of Marketing and Communications

Job description

Salary	£60,000 per annum + £3,000 London weighting (if applicable)
Location	Birmingham, London, Manchester
Working pattern	Full-time, 37.5 hours per week. Flexible working requests considered.
Contract	Permanent
Reporting to	Director of Communications and Culture
Direct reports	Associate Director of Marketing and Digital; Associate Director of Brand and Communications
Main contacts	<p>Internal – Deans, Directors and Exec Directors across other departments, particularly Partnerships and Programmes.</p> <p>External – creative/digital agencies or freelance providers, media contacts, communications leads in partner organisations.</p>
Role requirements	Includes some limited evening and weekend work, for which time off in lieu will be given. Occasional travel across the regions required.

Main objectives

As Marketing and Communications Director, you'll work with colleagues across the whole of Ambition Institute to help us fulfil our mission through compelling and creative marketing and communications.

You will help build awareness of Ambition's brand and products across the education sector and strengthen our reputation as a market-leader in professional development and school improvement. And you will lead your team to help recruit more than 15,000 teachers and school leaders across 12 programmes next year.

Our marcomms team is made up of creative and skilled individuals with responsibility for marketing, public relations and content, and guardianship of Ambition's brand and identity. You will help them to do some of their life's best work to achieve their objectives and support our mission.

As a member of Ambition's senior leadership team, you'll provide strong, values-based leadership in every aspect of your role. You'll be a strong advocate for Ambition's mission, and play a key role in promoting strong people management, inclusion and professionalism.

Key responsibilities

1. Lead your team to deliver an integrated marketing and communications strategy that helps Ambition Institute to fulfil its charitable mission.
2. Work closely with the School Partnerships department to develop and deliver an integrated sales and marketing strategy that ensures we reach or exceed our recruitment and sales targets and significantly scale-up our reach in a competitive sector.
3. Lead the team's monitoring, analysis and evaluation. Ensure data and insight is integral to every project, help us test what's working and are used to refine and iterate plans throughout the year.
4. Build Ambition Institute's external profile in the sector, so that we are positioned as the leading authority on professional development and the partner-of-choice for schools and trusts on school improvement.
5. Support the Director of Communications and Culture to develop the strategy for our externally-facing digital channels and platforms. Ensure that our digital platforms and channels are an effective window into our brand and services, prioritise the user journey and take advantage of the efficiencies that automation can provide.
6. Support the Director of Communications and Culture to lead the continual review and development of our brand, and the language and visual identity that help to shape it. Ensure that everyone has the tools and knowledge to represent our identity consistently and to an exceptional quality.
7. Support the Director of Communications and Culture to lend communications expertise to other teams and areas of work across Ambition. Support staff to communicate effectively with any audience and advocate for Ambition with comfort and confidence.
8. Support the Director of Communications and Culture to protect Ambition against reputational risk. Provide counsel and communications leadership during corporate crises and provide recommendations on crisis management and planning in anticipation of any issues that may have brand and reputation implications.
9. Support the Director of Communications and Culture to oversee the Marketing and Communications budget and objectives, continually reviewing and assessing spend and progress against targets and keeping the financial context of the organisation in mind when making decisions on spend. Foster financial literacy and responsibility in the team.
10. Provide daily support and challenge, professional development and pastoral care to your direct reports, and be a visible champion for your department at a senior level.
11. As a member of Ambition's senior leadership team, provide strong, values-based leadership in every aspect of your role. Be a strong advocate for Ambition's mission, and play a key role in promoting strong people management, inclusion, and professionalism. Report regularly to the Executive Committee and Trustees, and support the Executive team and CEO in running the organisation to the best of our collective ability.

Key Skills and Experience

Essential

Our successful candidate will, of course, demonstrate their commitment to the mission to improve the education and outcomes of children from disadvantaged backgrounds.

They will also be able to demonstrate the following qualifications, skills and experience:

- > Experience setting and delivering an effective marcomms strategy for a national organisation.
- > Experience of driving success against challenging B2B and B2C sales targets.
- > Confidence and skill in using and analysing data to inform and shape our overall communications and marketing approach.
- > Strong oral and written presentational skills, and the ability to present complex information clearly and succinctly to a range of audiences.
- > Ability to lead, coach, and develop consistently a high-performing marketing and communications team.
- > Experience of matrix working, building collaborative and consultative relationships with a range of internal stakeholders, and working to align varied, often competing, interests.
- > Experience of managing a complex workload in a fast-paced environment.
- > Demonstrates and develops their own marketing and communications expertise, to model and refine effective techniques.
- > Track record of effective and visible senior leadership, promoting and demonstrating the organisation's values.
- > A commitment to equality, diversity and inclusion.

Desirable

- > Key experience e.g. Experience in a similar role in the charity sector
- > Track record of helping an organisation to scale-up its reach and brand awareness.
- > Knowledge of the education sector and national education stakeholders

This post is subject to receipt of two satisfactory references and an existing Right to Work in the UK.

Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments.

This job description does not form part of your contract of employment. You may be required by the company to undertake any duties within your skills and capabilities which the company reasonably considers necessary to meet business needs.